



**RIVERFRONT**  
MASTER PLAN  
City of Newberg

*Planificación de la zona del río en Newberg*

Community Meeting | #1 | Evento Público

August | 23 | agosto

2018

# Welcome!

- Project Introduction
- Riverfront Area Vision and Goals
- Existing Conditions
- Walkable Neighborhoods
- Market Analysis and Development Programs
- What is your vision for the Riverfront Master Plan?

## ¡Bienvenidos!

- Introducción del proyecto
- Metas y visión de la zona
- Condiciones existentes
- Zonas transitables para peatones
- Análisis de la zona
- ¿Cuál es tu visión para la zona?

# RIVERFRONT MASTER PLAN

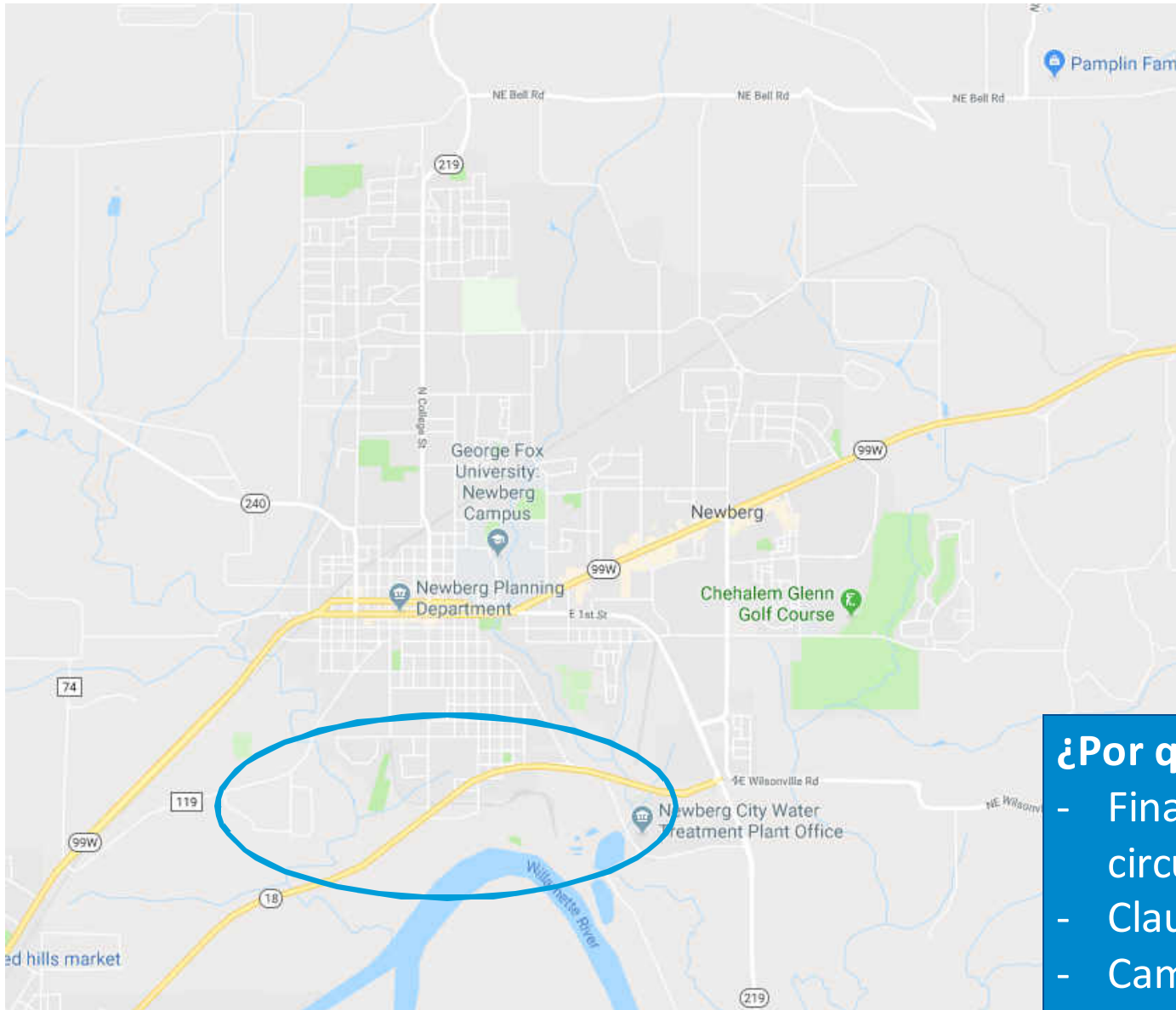
City of Newberg

## Why a new plan?

- Bypass constructed
- WestRock Mill Closure
- Continued growth and change in Newberg

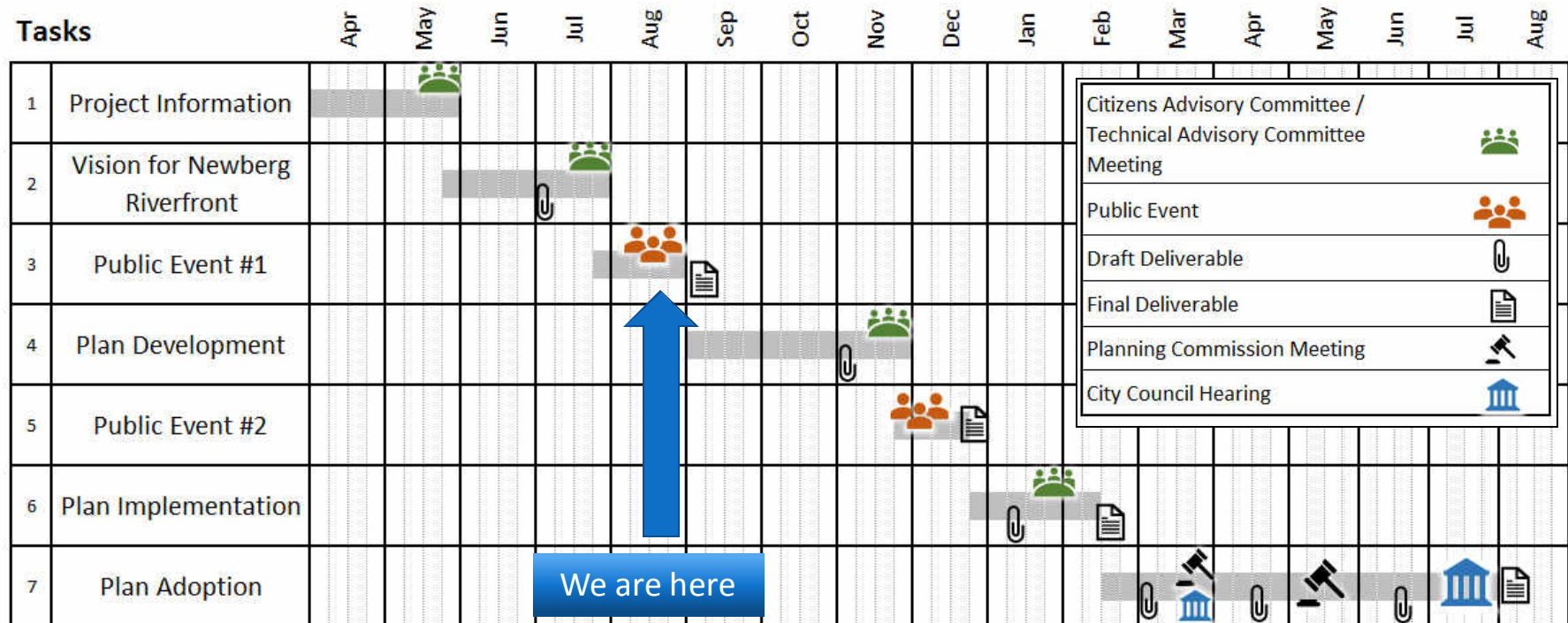
## ¿Por qué el nuevo plan?

- Finalización de la carretera de circunvalación
- Clausura de la fábrica de papel
- Cambio y crecimiento en Newberg





# Project Schedule | Plan de trabajo



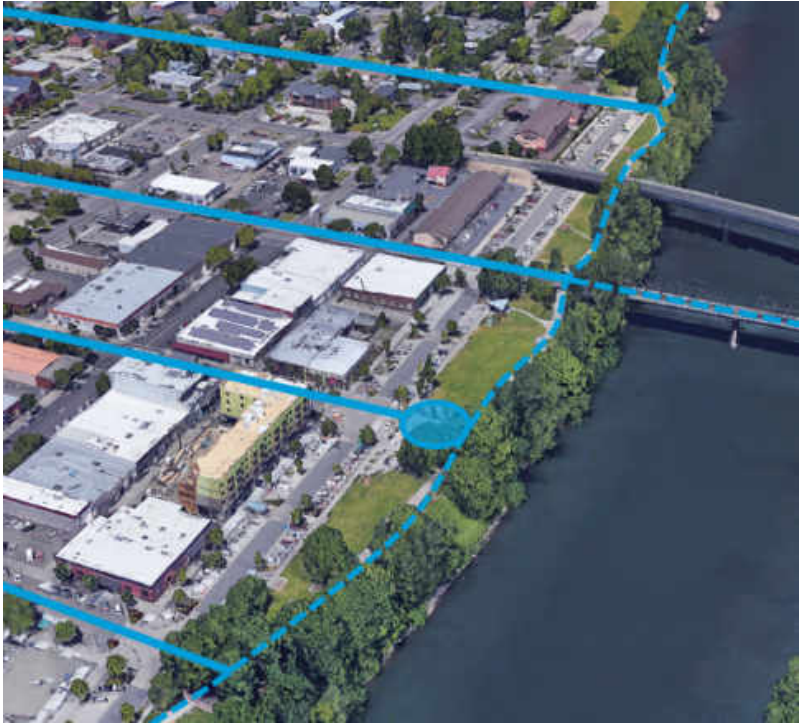
# Envisioning a Great Riverfront

| Visualizando una gran ribera

**RIVERFRONT**  
MASTER PLAN  
City of Newberg



# Connections | Conectividad



**RIVERFRONT**  
MASTER PLAN  
City of Newberg

# History | Historia

## RIVERFRONT MASTER PLAN City of Newberg





# Arts and Innovation

| Arte e innovación



# Employment | Empleo



# Diverse Housing

| Viviendas diversas



# Mixed Uses | Usos mixtos urbanos



# A Walkable Waterfront | Ribera transitable



CHARLOTTE, NC

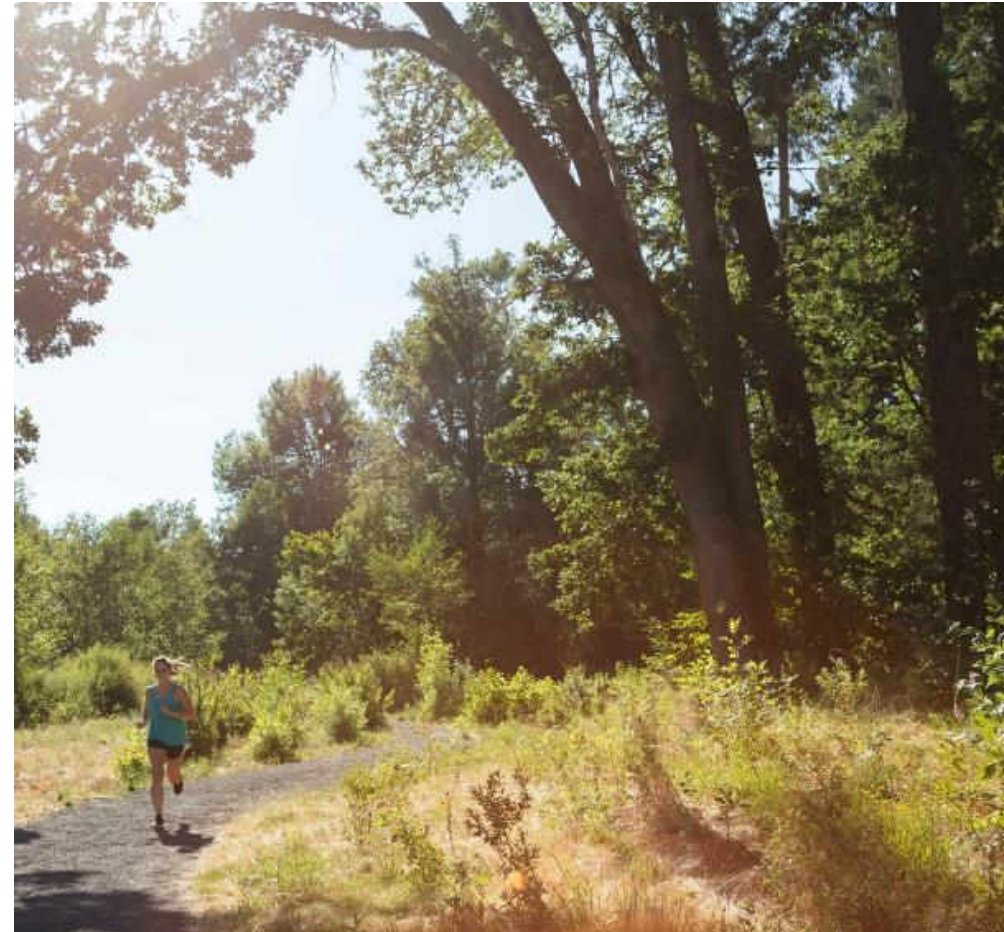


BOISE, ID



BEND, OR

# Natural Amenities | Zonas naturales



# Waterfront Recreation | Recreación

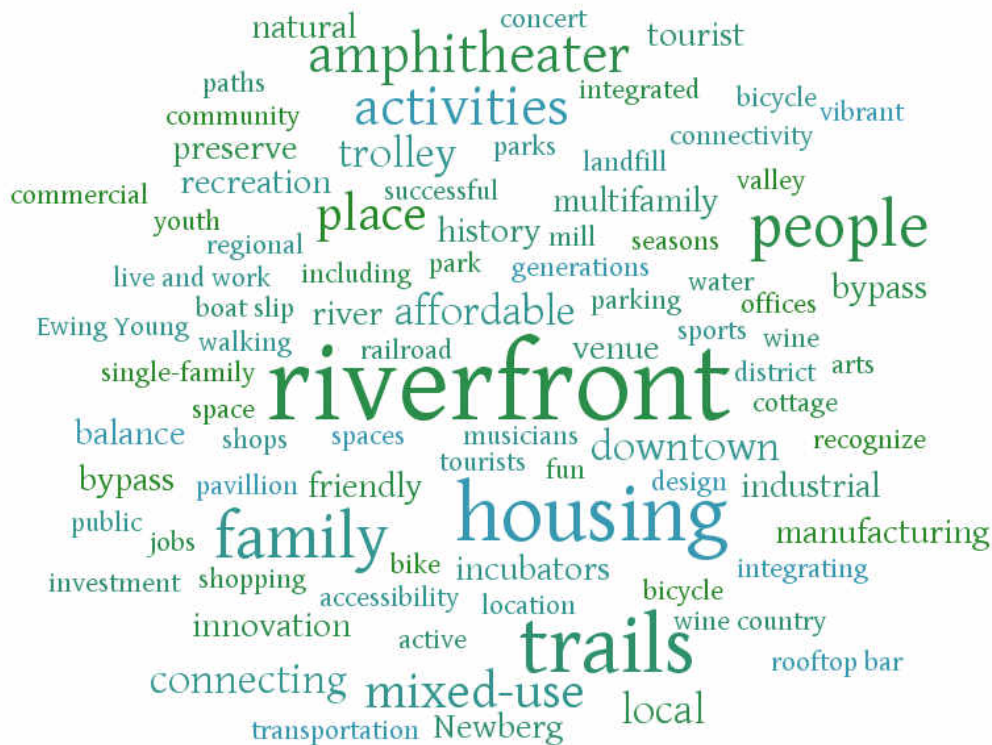


# Human Scale | Escala humana





# Visioning Exercise | Visualización



*Word Cloud of CAC Input*



*Word Cloud of TAC Input*

# Vision Statement

## | Declaración de visión



*Newberg's riverfront will be a lively, lush, and economically thriving destination that is frequented by Newberg residents and visitors alike.*

*As a local and regional destination, it will provide spaces for large events, as well as opportunities for families and individuals to gather, recreate, and relax. Safe and direct connections for walkers, bikers, and drivers will draw people to the riverfront from downtown and other areas of the city.*

*A mix of residences, public spaces, services, commerce, and industrial uses will tie together through great design, creating a unique, mixed use setting on the Willamette River.*

# RIVERFRONT MASTER PLAN

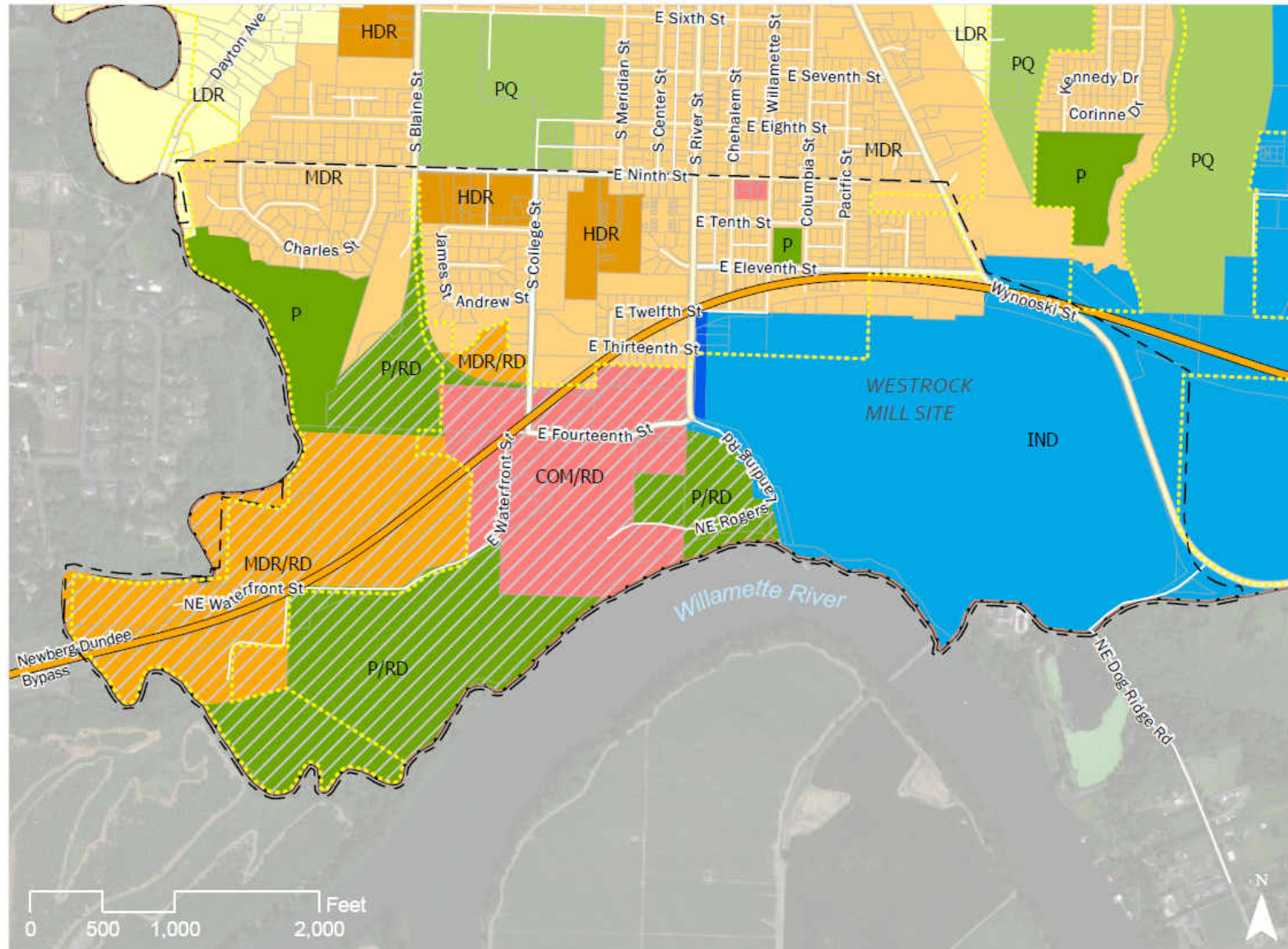
City of Newberg

## Existing Comprehensive Plan | Plan general existente

### Comprehensive Plan

#### Designation

- COM
- COM/RD
- COM/SP
- HDR
- HDR/SP
- IND
- IND/RD
- IND/SP
- LDR
- LDR-6.6
- LDR/1A
- LDR/SP
- MDR
- MDR/RD
- MDR/SP
- MIX
- MIX/SP
- P
- P/RD
- PQ
- SD/E
- SD/H
- SD/LDR
- SD/MRR
- SD/NC
- SD/V



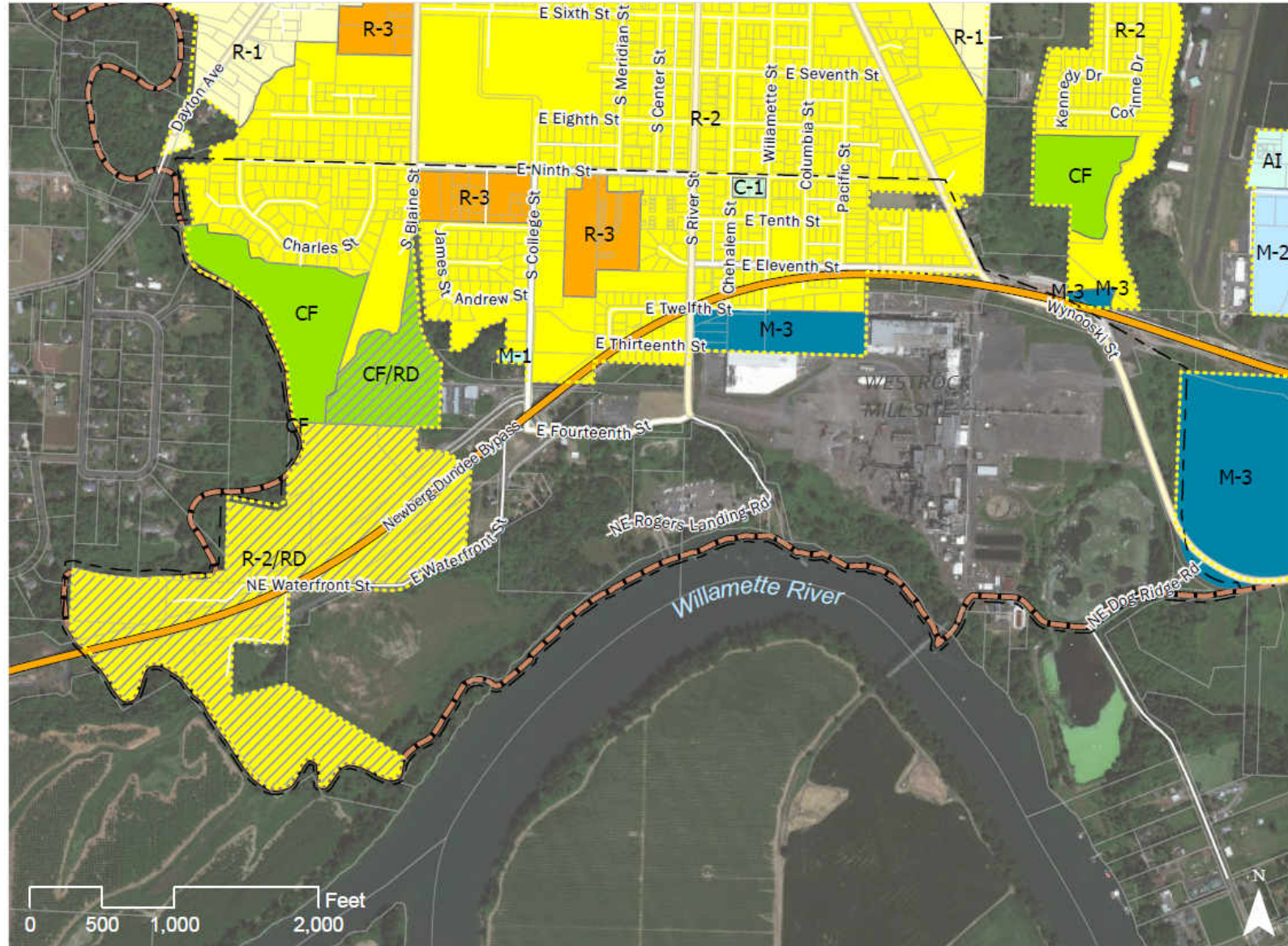
# RIVERFRONT MASTER PLAN

City of Newberg

## Existing Newberg Zoning | Zonificación existente

### Zoning Designations

- AI
- C-1
- CF
- CF/RD
- M-1
- M-2
- M-3
- R-1
- R-2
- R-2/RD
- R-3



# Existing Land Uses

## | Uso de terrenos existentes

- Small commercial area
- Parks and Open Space, former landfill
- Industrial Uses and Mill Site
- A mix of single family, 2/3/4 plex, and multifamily housing
- Few vacant parcels


- Áreas comerciales limitadas
- Parques y espacios libres
- Uso industrial y fábrica de papel
- Residencias, conjunto residencial, multifamiliares | Parcelas vacías




# RIVERFRONT MASTER PLAN


City of Newberg


## Proposed Development | Propuesta


 Study Area


 Urban Growth  
Boundary (UGB)


### Transportation Functional Class

 Major Arterial


 Major Collector

 Minor Arterial


 Minor Collector

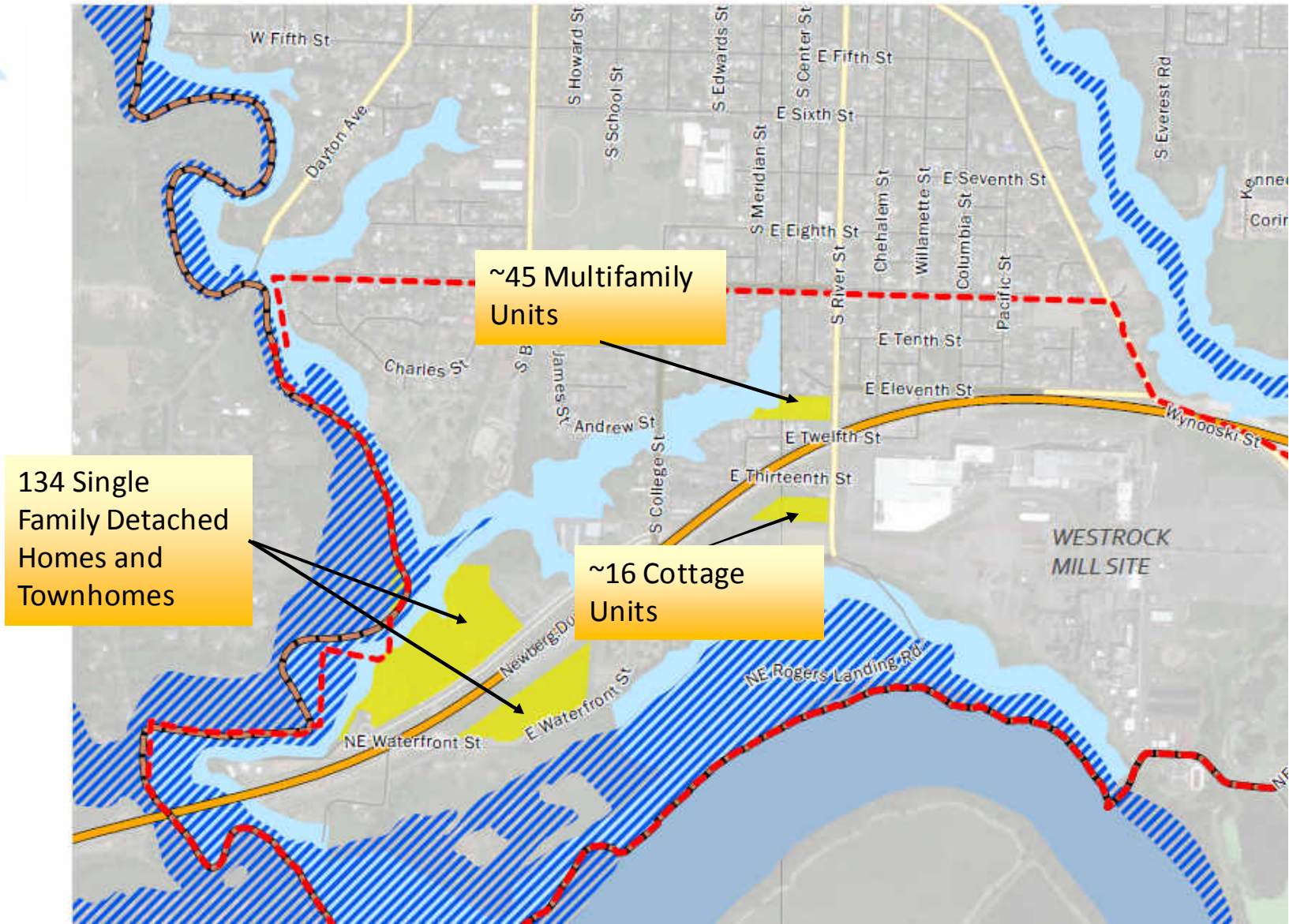
 Local Street

### Natural Resources

 Willamette River

 Floodplain

 Stream Corridor

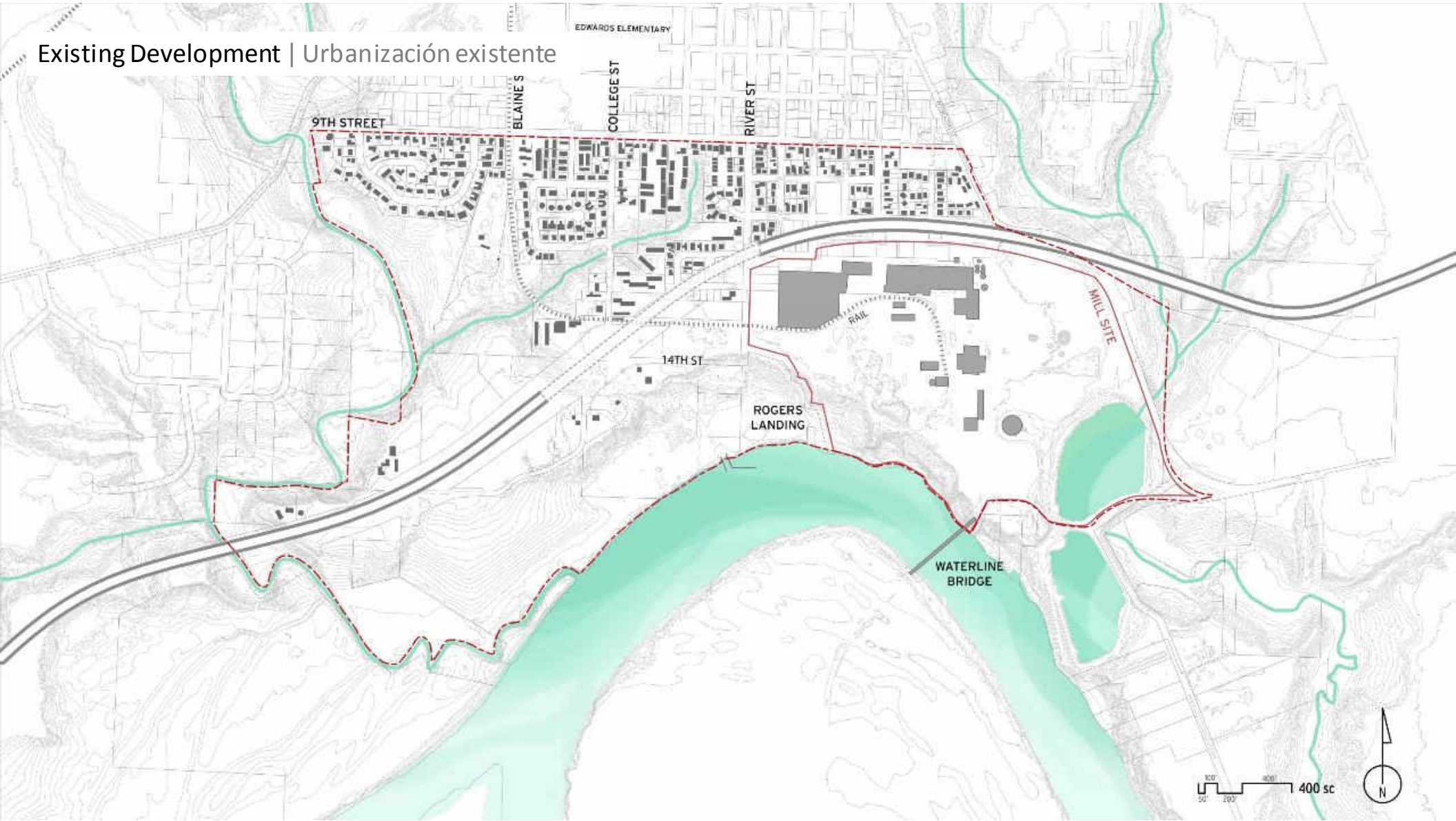




# Walkable Neighborhoods and Districts

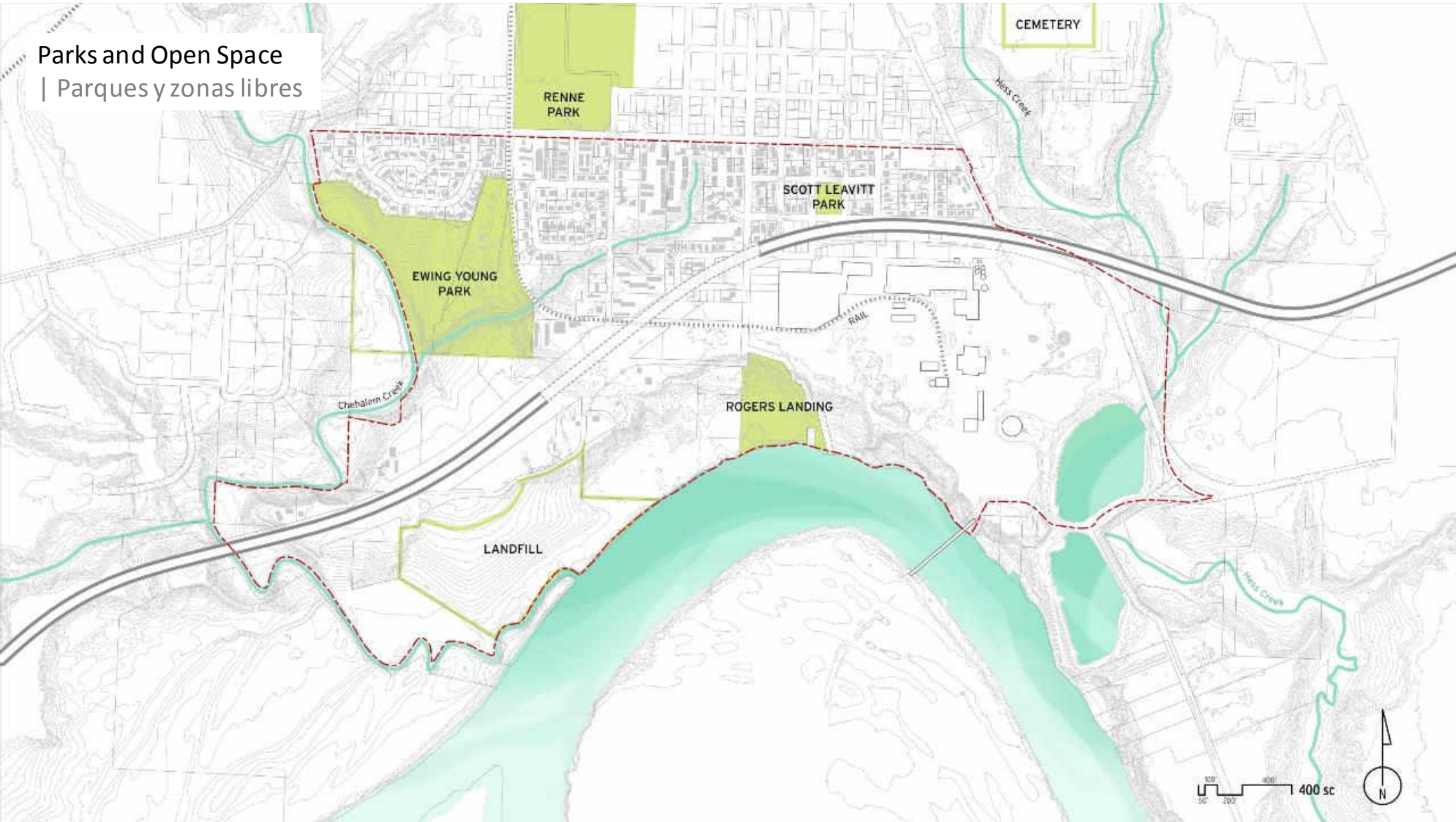
| Zonas transitables para peatones

Existing Development | Urbanización existente

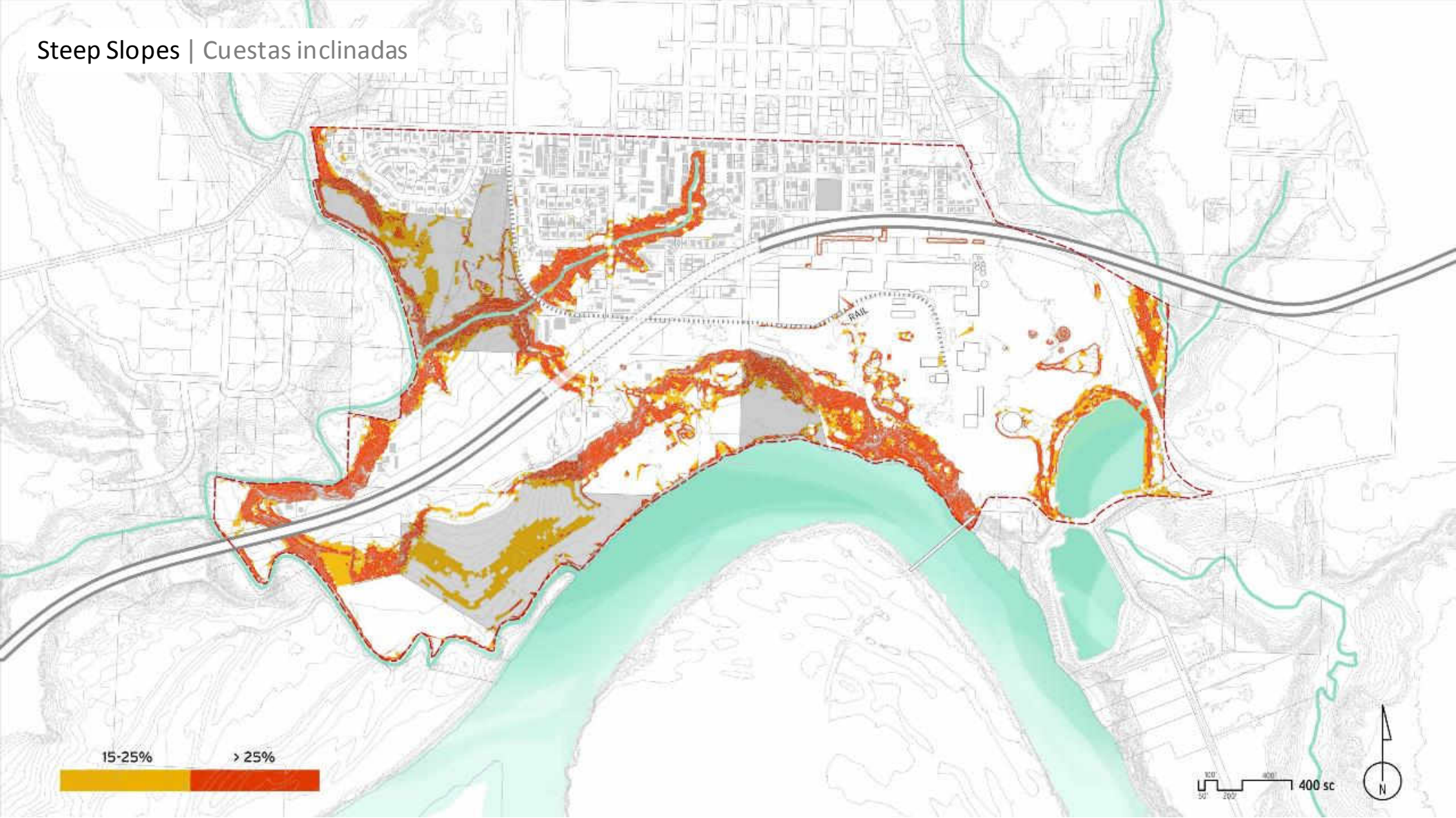




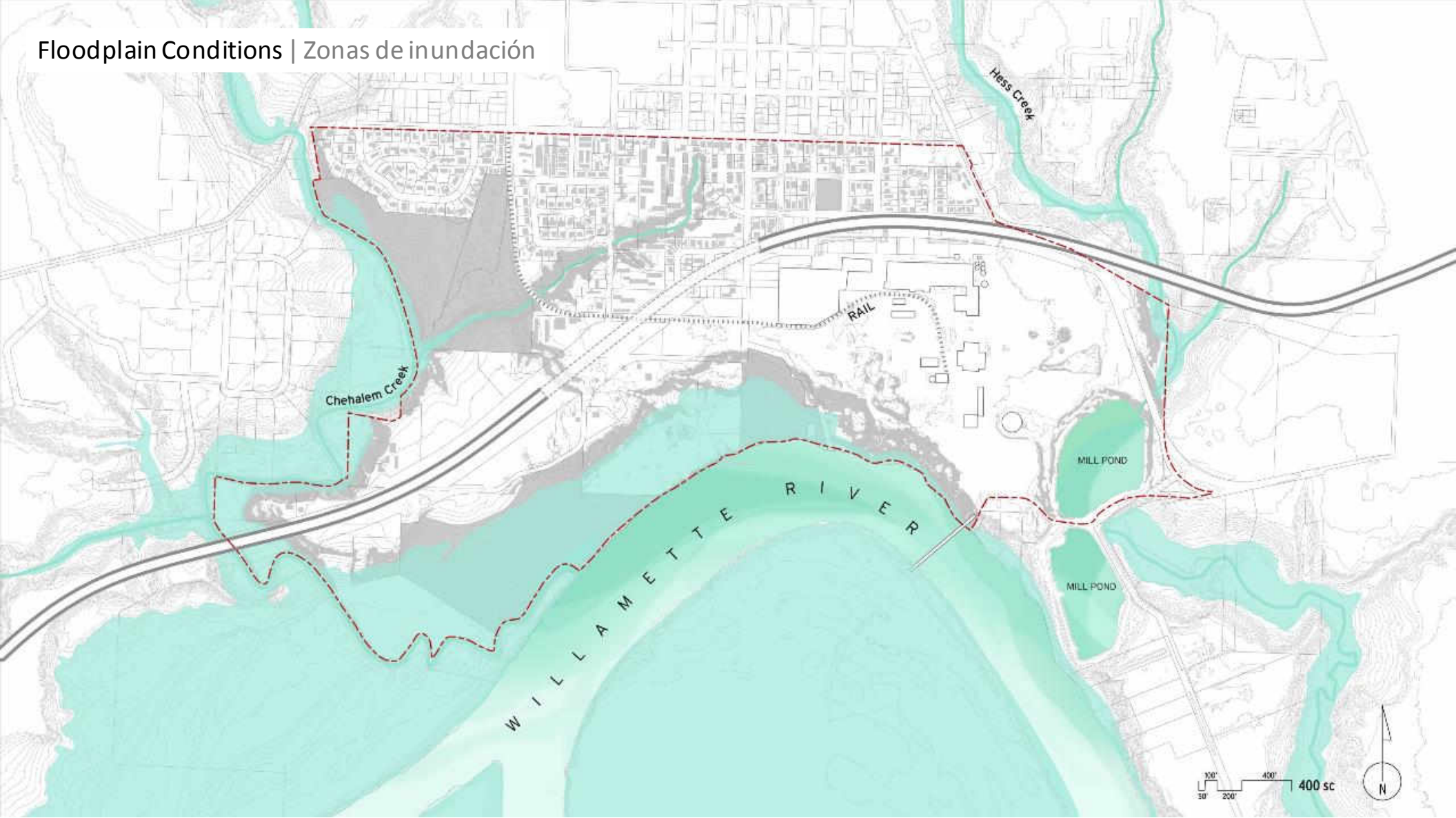
Parks and Open Space  
| Parques y zonas libres



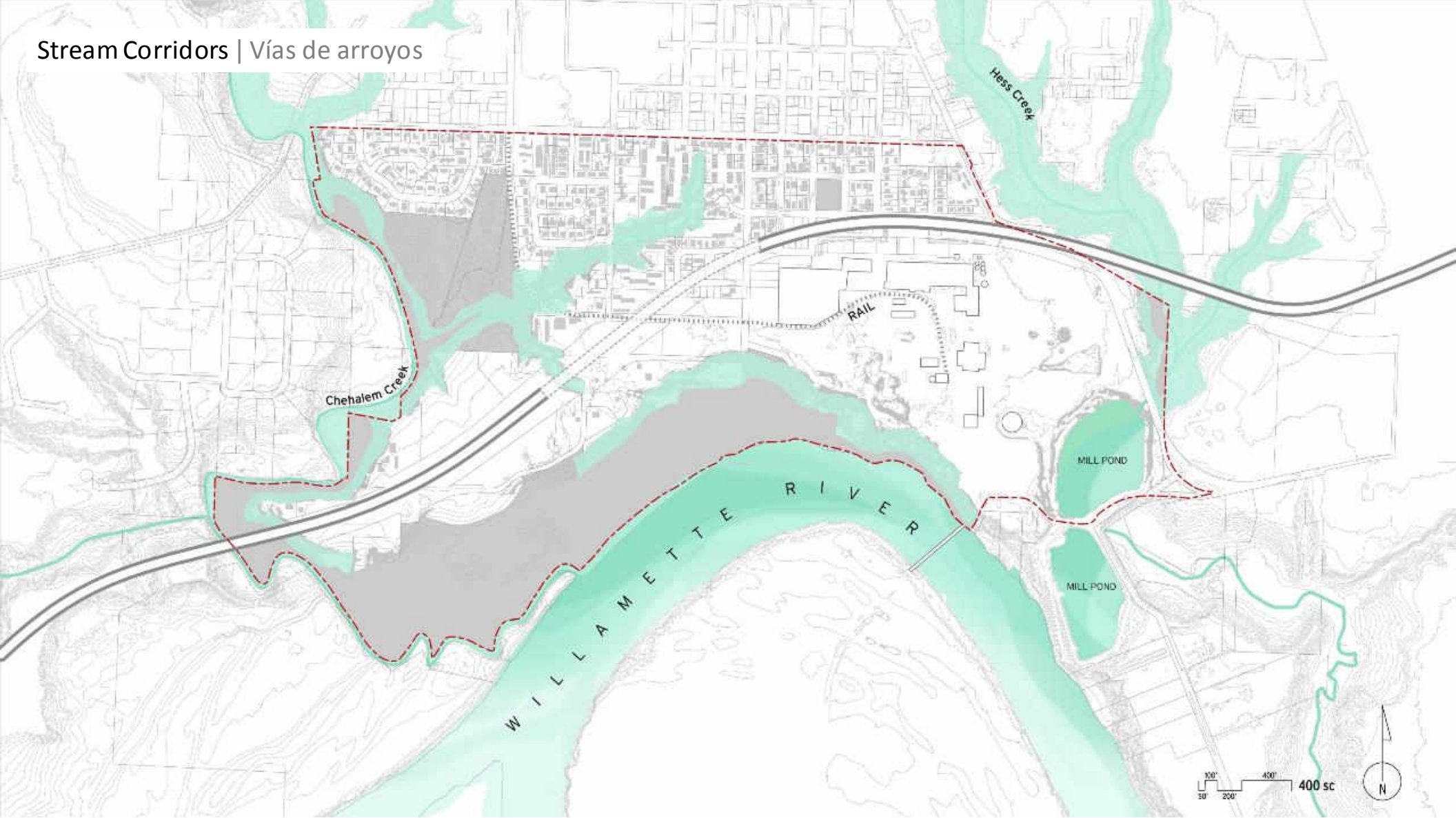
Steep Slopes | Cuestas inclinadas



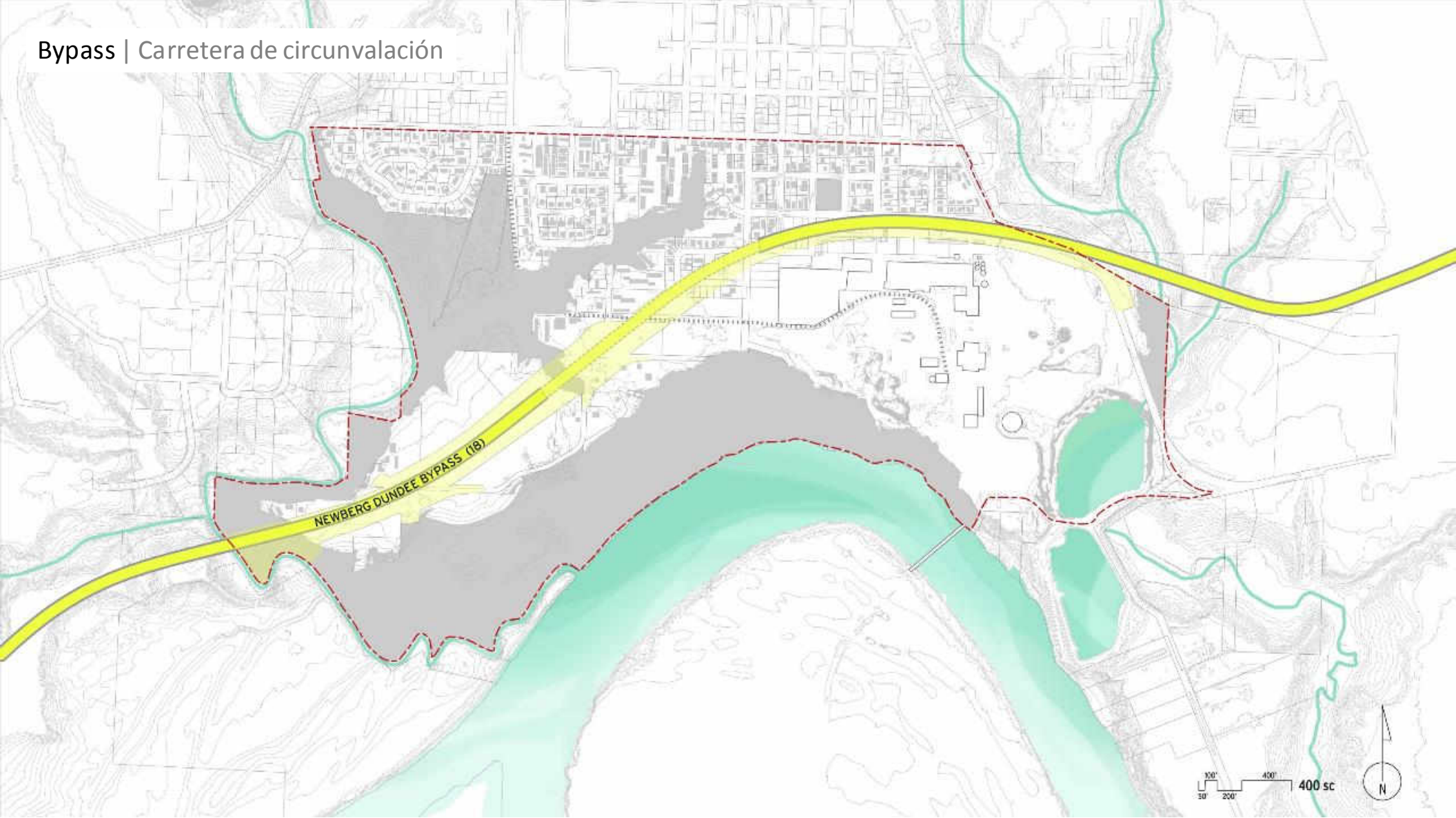
Floodplain Conditions | Zonas de inundación



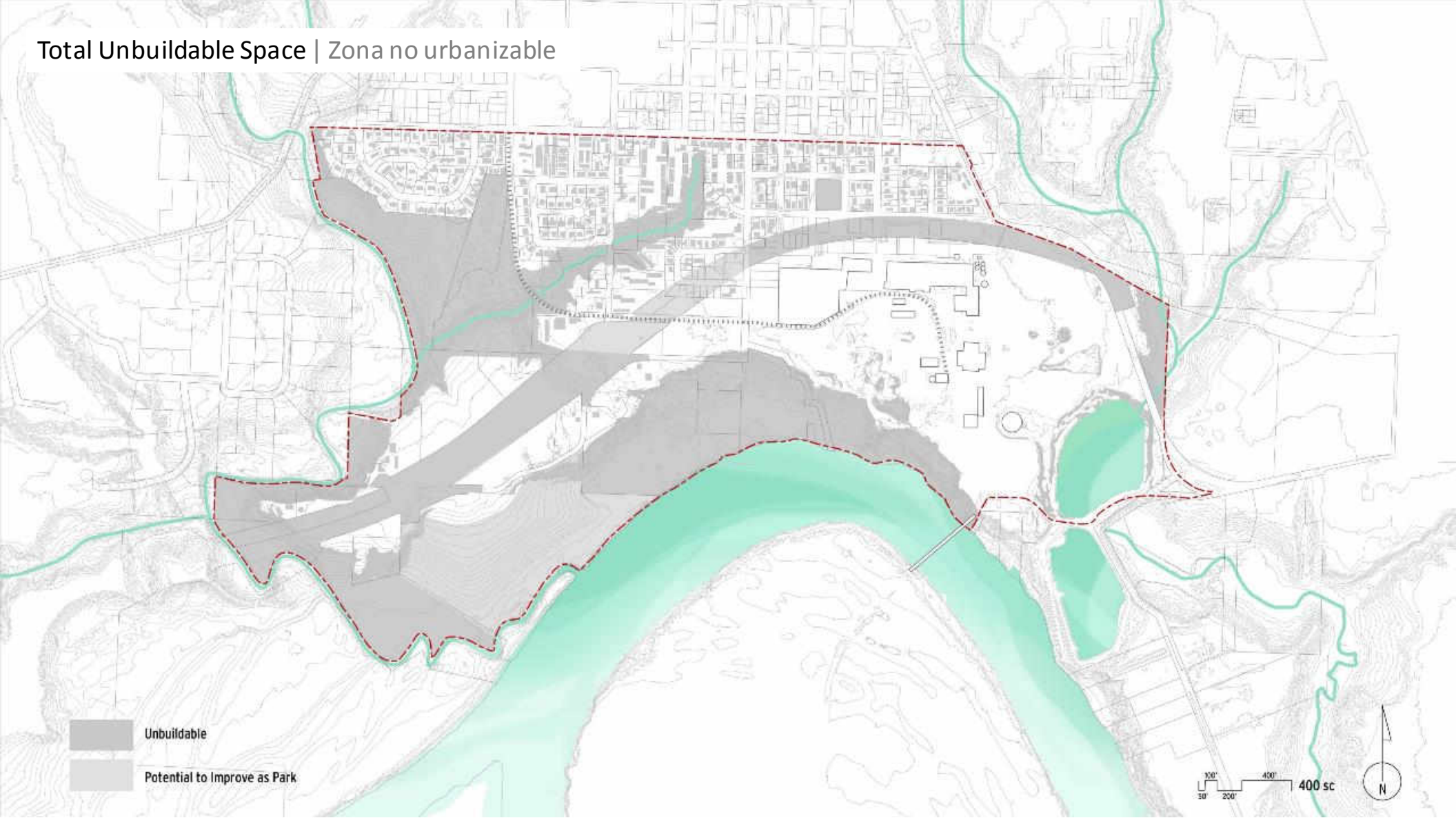
Stream Corridors | Vías de arroyos



Bypass | Carretera de circunvalación



Total Unbuildable Space | Zona no urbanizable



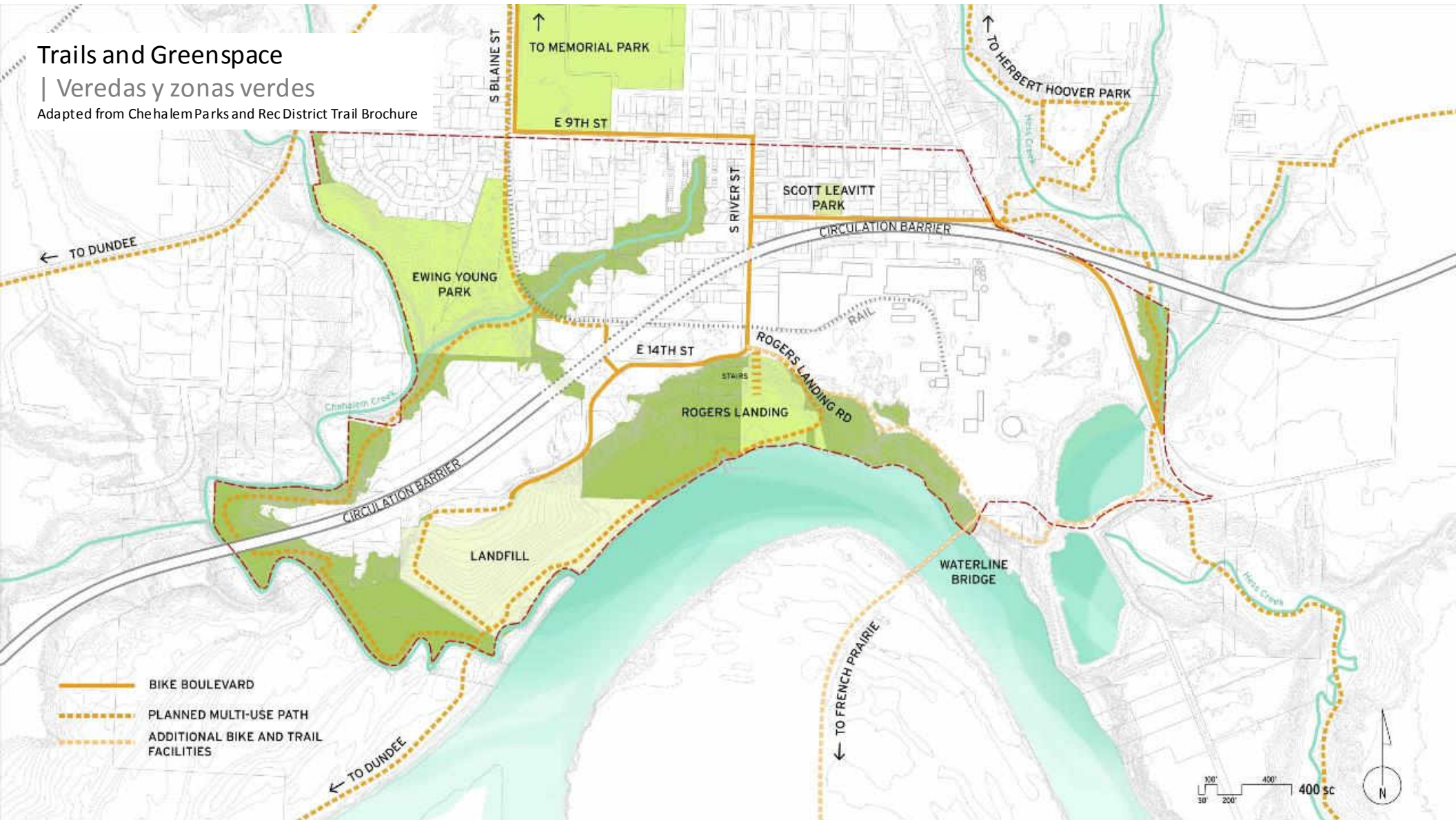
Auto and Transit Circulation  
| Circulación de tránsito



# Trails and Greenspace

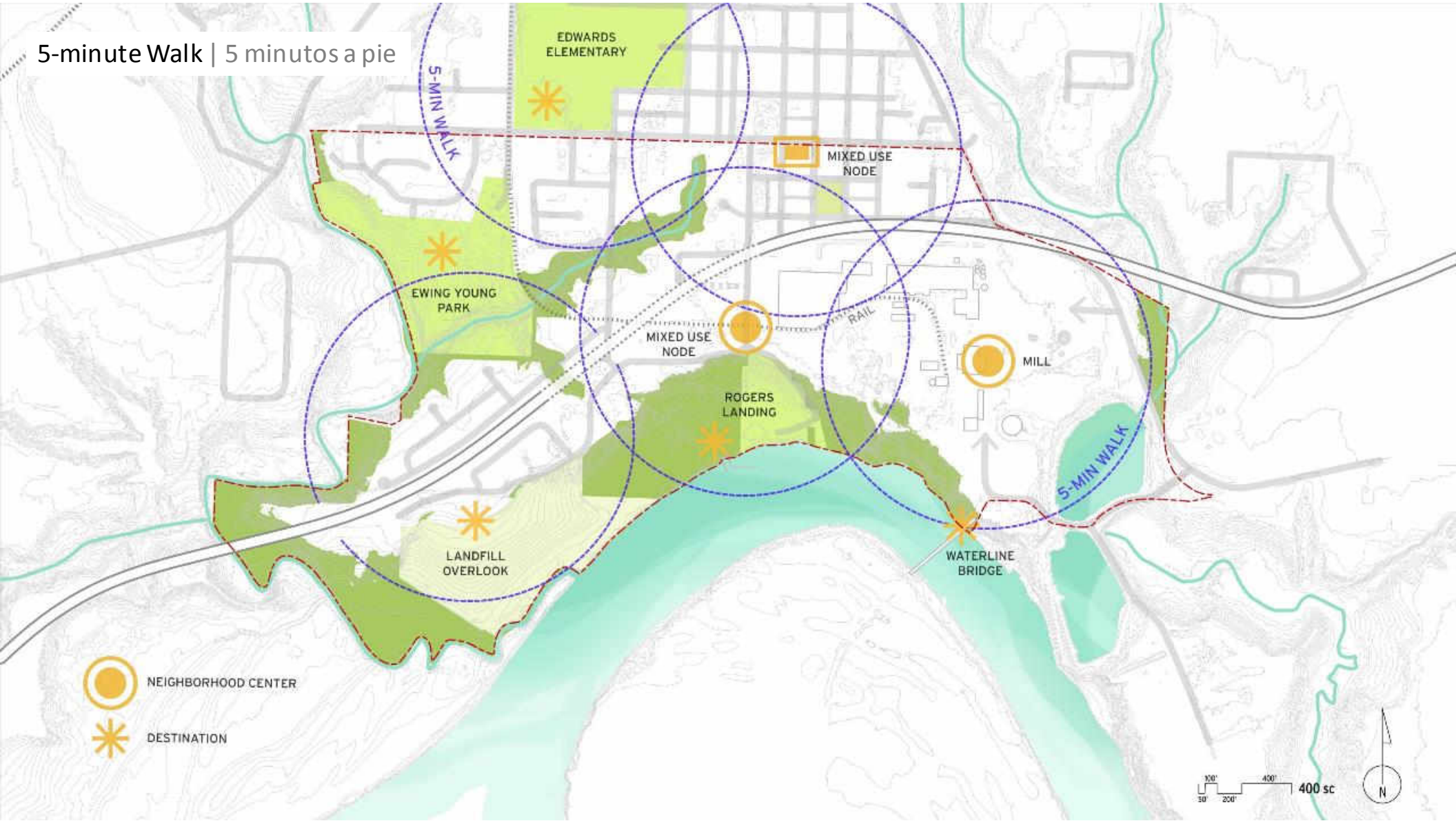
## | Veredas y zonas verdes

Adapted from Chehalem Parks and Rec District Trail Brochure

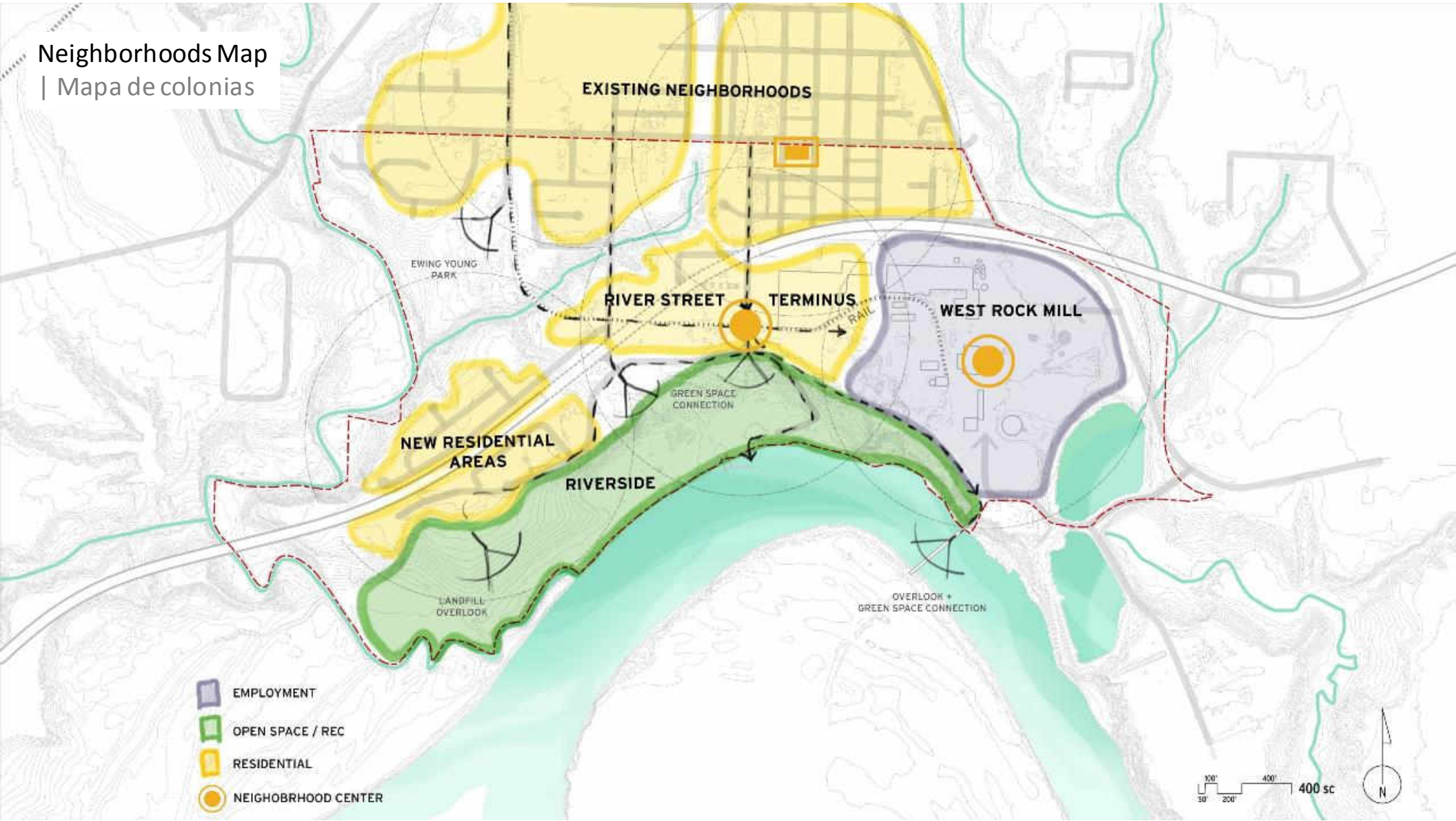




5-minute Walk | 5 minutos a pie



Neighborhoods Map  
| Mapa de colonias





# Market Analysis

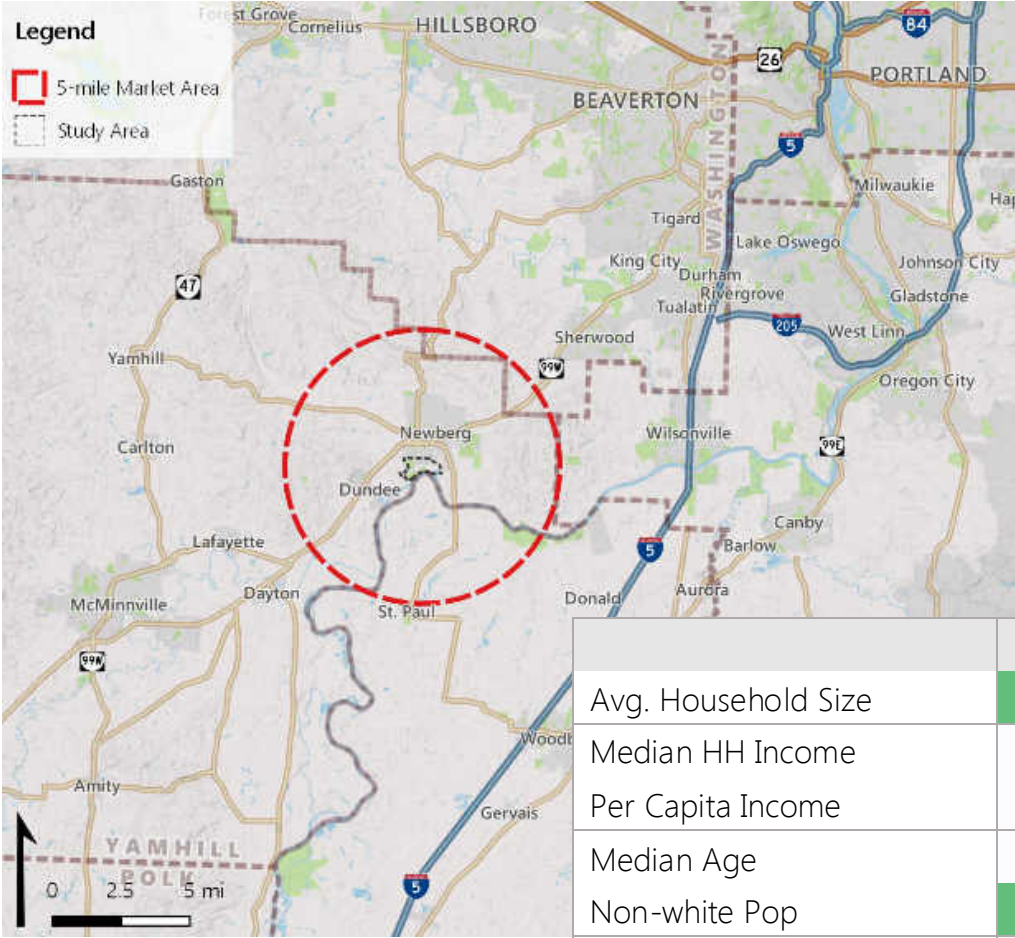
| Análisis de la zona

9/7/2018

Advisory Committee Meeting #2

35

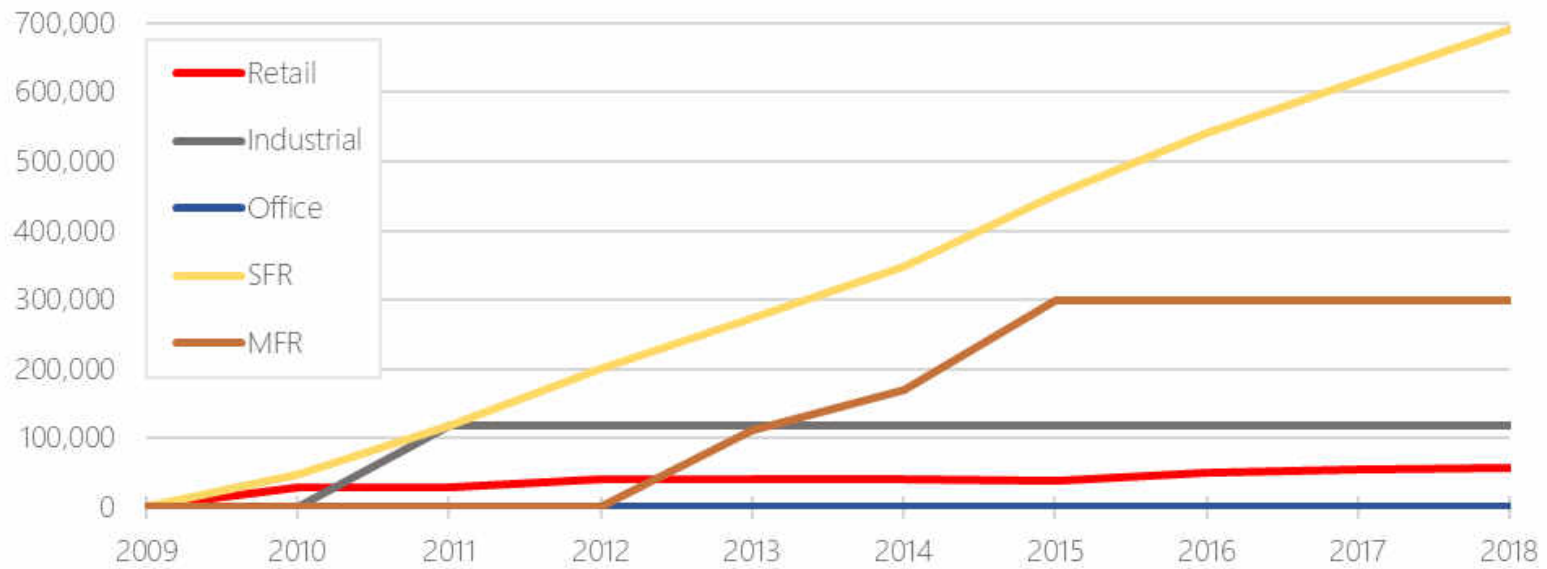
# The Market Area | Área de análisis



## Demographic Summary | Resumen demográfico

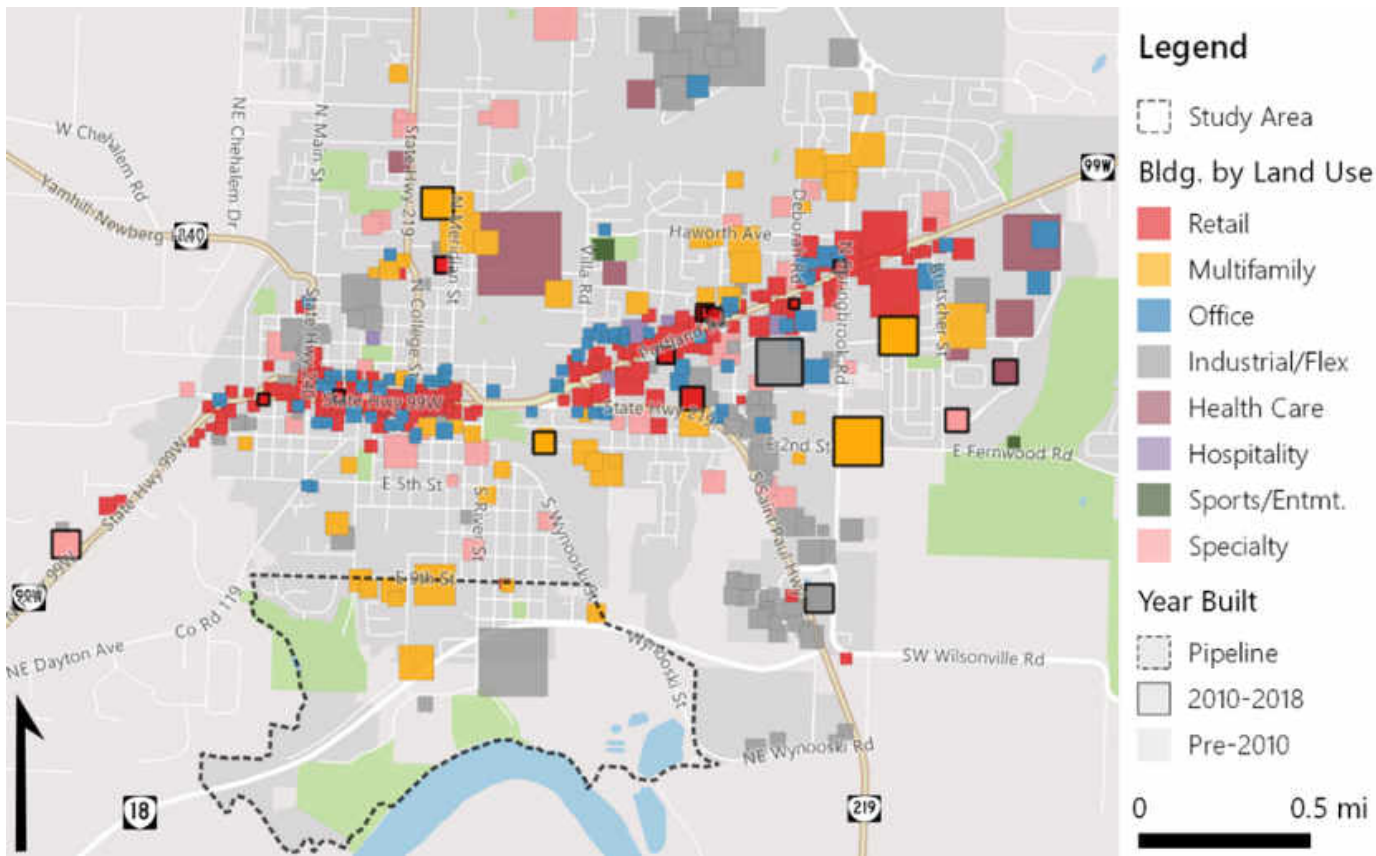
	Study Area	Newberg	Market Area	Yamhill Co.
Avg. Household Size	2.74	2.68	2.71	2.72
Median HH Income	\$46,251	\$60,383	\$66,939	\$58,446
Per Capita Income	\$19,457	\$26,136	\$29,676	\$27,372
Median Age	31.7	34.3	37.5	37.9
Non-white Pop	22%	14%	12%	15%
Bachelor's +	26%	31%	31%	25%

# Net New Development (SF) Newberg, 2009-2018 YTD



| Nueva construcción

# Retail/Commercial | Zona comercial

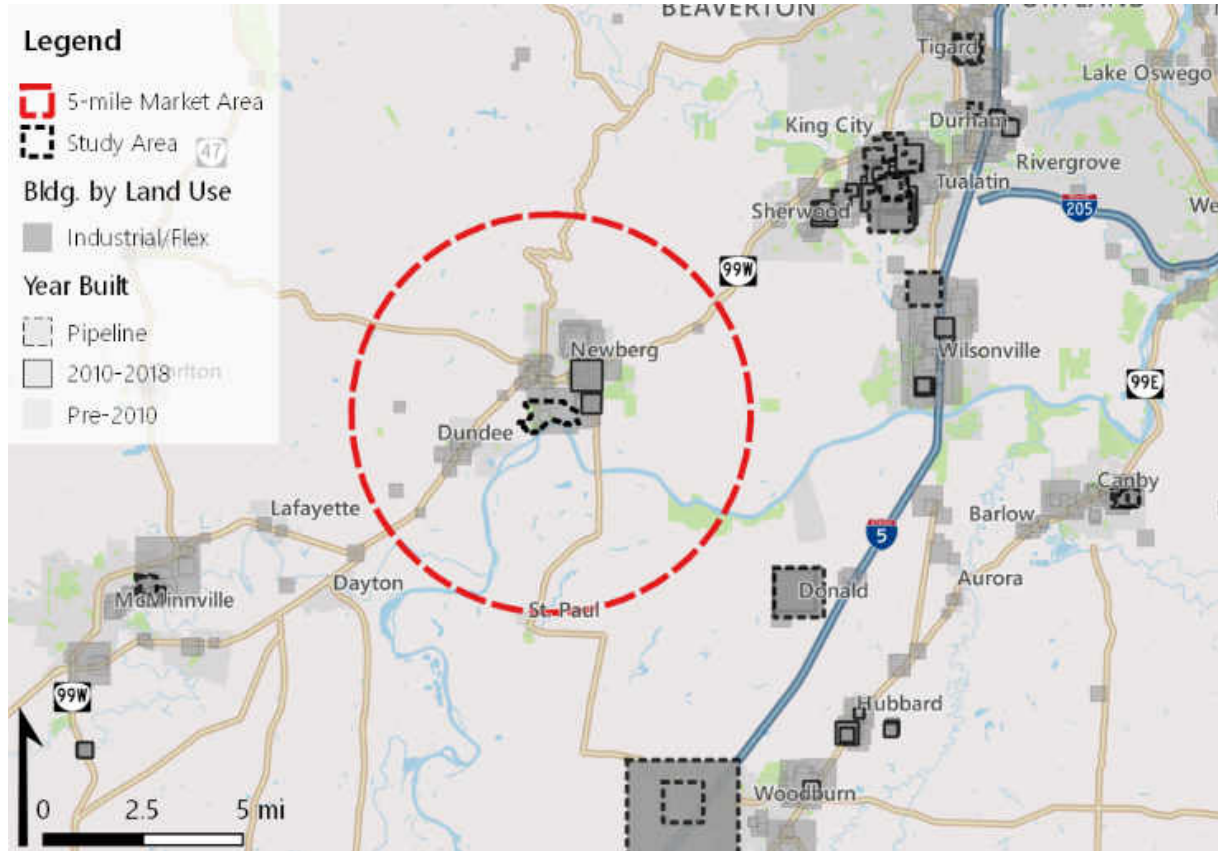


## Riverfront:

- Limited accessibility, visibility, drive through traffic
- “180 degree market”
- Small nearby population today
- Difficult “convenience retail” location
- Destination retail is possible

# Regional Industrial/Flex Development

| Región industrial y urbanización flexible



# CASE STUDIES | Estudio de casos

## Hood River Riverfront



## Astoria Riverfront





# CASE STUDIES | Estudio de casos

Independence  
Riverfront



Kendall Yards,  
Spokane, WA



# Preliminary Development Programs



| Programas de urbanización preliminar



# WHAT SHOULD WE BUILD? | ¿QUÉ CONSTRUIR?

## IMPROVED CONNECTIONS TO DOWNTOWN FOR WALKERS, BIKERS, AND DRIVERS



Many sidewalks and roadways need improvement in the project area. Especially under the bypass, creating active, welcoming space will improve mobility between the riverfront and downtown.

## SPACE FOR MUSIC / ARTS



A reused oil drum becomes the setting for a play at Chelsea, Massachusetts' waterfront park, which shares space with an industrial salt packing facility.

## HOUSING



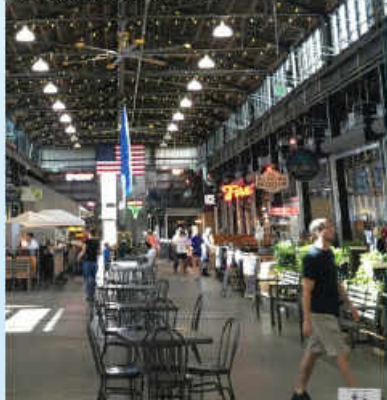
New housing in the Riverfront Area is most likely to take the form of single family homes, townhouses, and garden apartments.

## ACTIVE RECREATION



People place a high value on places with beautiful views, open space, trail systems, and riverfronts. Investing in them improves quality of life for residents and draws private investment.

## REUSE OF EXISTING INDUSTRIAL BUILDINGS



Plyhus Market in Wenatchee, Washington. The WestRock site has several buildings that lend themselves to reuse.

## EMPLOYMENT



Hood River, Oregon. An economic development analysis suggests that there is significant local industrial demand.

## SERVICES AND PLACES TO SHOP



Destination retail would likely do well in the Newberg waterfront area.

## PROTECTED NATURAL AREAS



Protecting watersheds and surrounding riparian zones brings biodiversity and beauty to riverfront, which can improve quality of life and incentivize private

# WHAT WATERFRONT ACTIVITIES WOULD YOU LIKE TO SEE MORE OF?

| ¿QUÉ OTRAS ACTIVIDADES LE GUSTARÍA VER?

MOTORIZED BOATING



NON-MOTORIZED BOATING



TRAILS



LARGE EVENTS (CONCERTS / PARTIES)



SWIMMING



FISHING



PICNIC AREAS AND PLAYGROUNDS



COMMUNITY GARDEN



*I want to... / Yo quiero...*

**RIVERFRONT**  
MASTER PLAN  
City of Newberg

**SWIM!**

*¡nadar!*

**DANCE!**

*¡bailar!*

**PLAY!**

*¡jugar!*

***...at the Newberg Riverfront***  
*... en la ribera de Newberg*